

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
July 17, 2008**

|                   |                              |  |
|-------------------|------------------------------|--|
| Directors Present | Chris Bonbright, President   | Whitley Court Partners                             |
|                   | Jose Malagon, Vice President | Hollywood Media Center                             |
|                   | Nathan Korman, Secretary     | NBK, LLC   |
|                   | Frank Stephan, Treasurer     | The Clarett Group                                  |
|                   | Lynda Bybee                  | Metro  |
|                   | Michael Gargano              | Argent Ventures and Millennium Partners            |
|                   | Ron Radachy                  | Oasis of Hollywood                                 |
|                   | Hilary Royce                 | Church of Scientology International                |
|                   | Alan Sieroty                 | Sieroty Company                                    |
|                   | Thaddeus Smith               | The Music Box Theater                              |
|                   | Tej Sundher                  | Hollywood Wax Museum                               |
|                   | John Tronson                 | Tronson Investment Group                           |
|                   | Monica Yamada                | CIM Group, Inc.                                    |
|                   | David Green                  | Nederlander Organization - (Ex-officio Member)     |
|                   | Leron Gubler                 | Hollywood Chamber of Commerce- (Ex-officio Member) |
| Directors Absent  | Aziz Banayan                 | Algert Co., Inc.                                   |
|                   | Bill Hertz                   | Mann Theatres                                      |
|                   | Captain Clay Farrell         | LAPD - (Ex-officio Member)                         |
|                   | Leslie Lambert               | CRA/LA - (Ex-officio Member)                       |
| Staff             | Kerry Morrison               | HPOA   |
|                   | Sarah MacPherson             | HPOA   |
|                   | Joe Mariani Jr.              | HPOA   |
|                   | Katie Zandona                | HPOA   |
|                   | Steve Seyler                 | Andrews International                              |
|                   | Joe Salazar                  | Andrews International                              |
| Guests            | Anne Bray                    | Freewaves  |
|                   | Tom Trynin                   | Millennium Partners                                |

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I. Call to Order

The meeting was called to order by Board President Chris Bonbright at 4:11 P.M.

II. Public Comment

Anne Bray, Freewaves, introduced herself to the Board and explained that she would be speaking on an issue noted later in the agenda.

III. Approval of Minutes

It was moved by Jose Malagon, seconded by Lynda Bybee and **CARRIED to approve the minutes from the May 15, 2008 HPOA Board Meeting.** [Monica Yamada abstained].

It was moved by Jose Malagon, seconded by Monica Yamada and **CARRIED to approve the minutes from the June 19, 2008 HPOA Board Meeting.** [Frank Stephan, Tej Sundher and Lynda Bybee abstained].

IV. Treasurer's Report

A. Frank Stephan reviewed the various accounts and their current balances with the Board. Stephan briefed the Board on a couple of line items that will be over budget this year, but were previously approved by the Board. For example, the consulting budget is over by about \$20,000 due to the extra hours spent with Willdan Financial (formerly Muni Financial) in preparation for the BID renewal process. Stephan also noted that office equipment expenses are slightly over the budgeted amount up to this point in the year due to the purchase of a file server for the office staff. In conclusion, Stephan mentioned to the Board that he would like to recommend the Board give permission to the Finance Committee to explore different banks in order to find an alternative location to place the BID's accounts are within one bank. The Board agreed that the committee should look into some other bank options where the BID's resources could be deposited.

It was moved by Jose Malagon, seconded by Thaddeus Smith and **CARRIED to approve the Treasurer's Report from July 18, 2008.** [Unanimously approved].

V. Committee/Activity Reports

A. Marketing Committee:

1. Update on Hollywood Visitor's Guide and Map: Katie Zandona reported that the Visitor's Guide and Map has surpassed it's income goal, bringing in thus far \$98,800 in sales. Locations within both BIDs will have till this Friday, July 18, 2008 to submit their requests to be a part of the 2008-2009 map.

2. NavigateHollywood.com: Earlier in the day Zandona and Joe Mariani participated in a conference call with some of the site's developers to review some of the most recent plans for the website. Zandona informed the board that the NavigateHollywood.com site is on schedule to be completed by late Summer 2008.

3. Nike Pop-Up Store: Zandona reported that the staff several months ago met with Nike representatives looking for ideas as to where they could place a pop-up store. Several ideas were offered and Nike chose the Ricardo Montalban theater as the company's next location for a Nike Pop-Up Store for the next few months. The store is scheduled to open in August 2008.

4. Freewaves Promotion: Anne Bray, Project Producer, informed the board of an arts festival entitled, "Hollywood" that would be coming to the Boulevard October 9-13, 2008. The festival would feature different exhibits on display at various locations on the Boulevard on different nights of the week. One of the exhibits entitled "Remapping LA," will use modern cell phone technology in combination with a GPS tracking system to create an art display of how different groups in the community experience

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Hollywood Boulevard. Bray says the organization is working with LACE, MOCA, LACMA and Hammer to have their members attend the event. Bray presented a request for \$5,00 to support marketing for the event.

Chris Bonbright recommended to the Board since this motion and event information was new to the Board, it may be in the Board's interest to postpone passing a motion until the Board has more time to review the materials. The Board agreed with the suggestion and tabled the motion until the next meeting.

B. Security Committee:

1. Joint Security Committee Meeting: John Tronson informed the Board that at this month's Joint Security Committee meeting, the committee was briefed on the success both LAPD and Andrews are experiencing in the area. For the last month LAPD reported that Hollywood Division is among the top in the city in the area of crime reduction. In addition to this, Andrews continues its efforts to find alternatives to arresting homeless individuals in the BID through outreach efforts and working with the PATH H.E.R.O. team. Tronson also shared with the board the great results that came about through a community effort at PATH's Project Connect Day last month at the Music Box. Tronson commended the Andrews officers and management, including Steve Seyler and Bill Farrar, for their involvement with the event. In conclusion, Tronson also mentioned that the Committee is currently looking into possibly purchasing a LAPD surveillance camera for the intersection of Selma and Gower, in conjunction with the Sunset and Vine BID.

2. Bike Patrol: John Tronson reported that at the last Joint Security Committee Meeting the group discussed and agreed to bring before the board the idea of starting a trial Bike Patrol. The program costs; would be shared on a proportionate 64/36 basis, between the Hollywood Entertainment District /Sunset and Vine Business Improvement District. Steve Seyler informed the Board that the program would start as a test program using only a two man bike patrol team, however if the program proves to be effective the Board could then look to expand it at a later time. In the event the Andrews International contract ended, ownership of the bikes would revert to the BID.

It was moved by Alan Sieroty, seconded by Tej Sundher and **CARRIED to approve the purchase of bicycle equipment to support a Andrews International Bike Patrol Program, with the costs not to exceed \$2,500 and shared between the Sunset and Vine and Hollywood Entertainment District BIDs on a proportional (36 Sunset and Vine/64 Hollywood Entertainment District) basis. Unanimously approved.**

3. Change Order to Andrews Contract Regarding Firearms Qualification: John Tronson discussed with the Board that at the last Joint Security Meeting the group met with Seyler and talked about possibly changing the officers qualifying schedule to no less than every other month as opposed to the current once a month schedule. Seyler reported that the Andrews International Burbank range has reported to him that his teams are qualifying and meeting the required standards to pass on a monthly basis. By allowing the officers to qualify once every other month it would allow the officers to spend more time in the BID area.

It was moved by Nathan Korman, seconded by John Tronson and **CARRIED to reduce the number of hours for firearms training set forth in the contract with Andrews International, from one time per month to bi monthly.** [Unanimously Approved.]

4. Consider Board Policy Position Relative to Gower Villas: Kerry Morrison explained to the Board that she had been approached by the CRA and asked to see if the HPOA Board and CHC Board would be willing to adopt a policy in support of the Gower Villas, which would be a permanent supportive housing facility. While several board members voiced support for the project, several concerns

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were raised including whether support for their project would set a precedent for the Board to take on future land use and development matters. After a lengthy discussion the Board opted to offer general support for housing Hollywood's homeless population in the form of a policy statement.

Tej Sundher suggested that the HPOA staff draft a potential policy statement that would describe the Association's general support of permanent supportive housing for homeless individuals without specifying any particular project. That draft will be brought to the next meeting for the Board's consideration.

5. Consider Noise Policy for the HPOA Board: John Tronson explained to the board that the Joint Security Meetings have addressed several issues related to noise concerns in the District. Tronson wanted to seek the board's opinion in adopting a formal noise policy in order to better define the BID's role in disputes that may occur between residents and entertainment venues. The board felt that since the issue is still relatively new and the LAPD is currently conducting noise readings at selected locations, the Board and committee should monitor the situation before forming a formal position.

C. Streetscape Committee:

1. Field Trip to Culver City: Sarah MacPherson reported that nearly 16 representatives from the Sunset and Vine and Hollywood Entertainment District attended the field trip to Culver City on June 27, 2008. The Streetscape Committee was able to tour the downtown area and speak with some of the city's redevelopment agency representatives who were responsible for implementing the city's current streetscape plan. MacPherson mentioned to the board that after the trip she had created a presentation which discussed some of the similarities between Culver City and Hollywood. Due to time constraints MacPherson informed the board that she would give the presentation at the next Board meeting.

2. Report from Musician's Institute Demonstration Alley Meeting: On July 16, 2008, MacPherson and Morrison met with several of the owners who had property adjacent to the alley just south of Hollywood Blvd., between Hawthorn and McCadden. MacPherson reported that during the meeting it became apparent that there was not unanimous support for designating the alley as a "demonstration alley." Given that, the committee is now looking for a new alley to use as a demonstration project.

3. Suggestions District and Sunset and Vine BID Streetscape Committees to organize a meeting with representatives re/improvement to Hollywood entrance ramps: MacPherson reported that she was approached by Brian Folb in the Sunset and Vine Bid who asked if the BID would be willing to contact Cal Trans and request immediate clean up of the six off-ramps leading from the 101 Freeway. MacPherson will work with the both Streetscape Committees and representatives from Cal Trans, the Council offices, and Assembly Member De Leon's office to discuss a clean up effort and a long-term maintenance strategy. MacPherson will provide further updates as the project moves forward.

4. "The Social Life of Small Urban Spaces" Screening: On August 13, 2008 at the AMPAS Pickford Center, property owners will be invited to view William Whyte's documentary. The film details some of the crucial elements necessary for developing well planned urban communities, and will be followed with a presentation by Emily Gabel-Luddy and Simon Pastucha, from the LA City Planning Department Urban Design studio.

5. Tree Replacement at Hollywood and Highland: MacPherson informed the board that the Canary Island Date Palm, which was removed earlier this year at Hollywood and Highland, would be replaced in August 2008. The cost to install the new tree will be paid for entirely by CBS Outdoor as a result of their illegal trimming of the palm in 2003.

6. Glass Product Trial: MacPherson reported that she was contacted by a vendor who

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claims to have a product that repairs scratched or etched glass windows. The vendor offered to provide a free demonstration of their product, and Ron Radachy accepted.

D. Nomination Committee Update:

1. Nominating Committee: Morrison reminded the board that applications for the Nominating Committee have been mailed to BID stakeholders. Applications are due on or before July 31, 2008. Currently five Board Members' terms are expiring.

2. Consider Increasing Board Size to 17 Members: Morrison reported on discussions she had with Chris Bonbright relative to increasing the size of the Board from 15 to 17 members. Morrison advised that the current Bylaws allow up to 21 members to serve on the board at one time. With the addition of 61 parcels from the BID's potential expanded areas and the new condo owners, Morrison suggested that it may be appropriate for the board to increase its size by two members.

**It was moved by Jose Malagon, seconded by John Tronson and CARRIED to approve that the Board would allow two spots to be added to the current Board, allowing the Nominating Committee to nominate up to seven members for the 2008-2011 year.** [Unanimously approved.]

VI. Old Business

A. BID Renewal Activities:

1. Commitment to Place BID Assessment Roll on County's Assessment Roll: Morrison explained to the board that due to the City Council's August recess, the final public hearing for the new BID will not occur until September 2, 2008, thus missing the August 18<sup>th</sup> deadline to place the assessments on the county tax bills. In an effort to avoid manual billing, the county can place the assessments on the tax bills prior to the formal adoption of the BID if the management organization agrees to pay a \$13 per parcel charge to remove the assessments (approximate cost \$8,866 with 682 parcels) in the event the new BID is not approved by the City Council.

**It was moved by Jose Malagon, seconded by Tej Sundher and CARRIED to submit a letter to the City Clerk's Office acknowledging that the Board would pay the penalty to remove the parcels from the tax roll, in the event the BID is not renewed for the 2009-2018 term.** [Unanimously approved.]

2. Alleys with Revocable Permits: Morrison reported that in the new BID's management plan property owners with frontage along an alley, are required to pay the Zone A assessment. Morrison explained that property owners who could show evidence of a revocable permit to gate or close off the alley before the roll is submitted could have the Zone A assessment removed from the BID's roll for the coming year. Morrison advised the board that a motion would be needed in order to give the HPOA staff authorization to review the owners' revocable permits and remove their alley assessment from the roll.

**It was moved by Lynda Bybee, seconded by Jose Malagon and CARRIED to authorize the HPOA staff to review revocable permits submitted by property owners for alleys within the Hollywood Entertainment District Business Improvement District and remove those parcels' alley assessment from the coming year's assessment roll with proof of a valid permit.** [Unanimously approved.]

VII. New Business

A. Hollywood Freeway Cap Park Support Position: Don Scott, representing the Hollywood Chamber of Commerce, requested the BID's support for the concept of a Hollywood Freeway Cap Park.

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Recently the Chamber discovered that organizations in Downtown Los Angeles are currently trying to pull together support to have their own Freeway Cap Park, and that more than likely only one site will be chosen. Leron Gubler informed the board a feasibility study for the Hollywood Cap Park is already underway and is expected to be completed by the end of 2008.

**It was moved by Michael Gargano, seconded by Thaddeus Smith and CARRIED to approve that the HPOA Board would submit a letter to the Hollywood Chamber of Commerce supporting the concept of the Freeway Cap Park in Hollywood.** [Jose Malagon, Tej Sundher, Monica Yamada and Alan Sieroty abstained].

B. Formal Position on Hollywood Christmas Parade: Katie Zandona reported that she had been approached by Eric Garcetti's Council District 13 Office to see if the HPOA would help in supporting the effort to resurrect the Hollywood Christmas Parade. The board felt that it would be in the HPOA's best interest to stay neutral in supporting the event.

C. Position on DWP Lighting Grant: Katie Zandona informed the Board that she had attended one of the three meetings held by the Hollywood Arts Council which is looking for sponsors and supporters for a Hollywood Lighting Event for the Christmas Season. Zandona explained that Jose Malagon had attended all the prior meetings, and may have more information on the project. It was noted that the Arts Council was considering approaching DWP for financial assistance in the effort and that the Arts Council would like the board to draft a letter of support to DWP. Morrison asked whether DWP resources might be better used to help light some of the permanent light fixtures that are currently not operating in the BID. The board elected not to take action on this item until further details were provided.

VIII. Report from Executive Director

A. August Meeting: Due to vacation schedules the board opted to forego the August Board Meeting and resume in September 2008.

IX. Next Meeting

The next meeting is scheduled for Thursday, September 18, 2008 in Suite 200 of the Taft Building (1680 Vine St., Hollywood, CA. 90028).

X. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 6:09 P.M.